

State	Delaware
Company/Project	Delaware Helpline
Development Leaders	Delaware Helpline, Delaware Department of Health and Social Services, Delaware Department of State Administrative Services, United Way First Call For Help, etc.
Utilities Commission	The Executive Director of the Delaware Public Service Commission (DPSC) will be represented on the Delaware 211 Task Force (see "Project - Notes" for more information).
Legislation	<p>In May, 2001, the Delaware state legislature passed House Concurrent Resolution No. 11 (141st General Assembly) establishing a 211 Task Force to make recommendations for the implementation of 211 services. The Task Force, to begin meeting August 31, 2001, will consist of the following members: the Secretaries (or designees) of several state departments and agencies (Administrative Services, Health and Social Services, Public Safety); the State Budget Director; the Executive Directors of the Office of Information Services, the Public Service Commission, Delaware Helpline, and CONTACT Delaware (a 24-hour crisis line); the Chief Professional Officer of United Way of Delaware; a member of each house of the state legislature, a representative of the Center for Community Development and Family Policy at the University of Delaware; and three members of the public representing the Latino community, the senior citizen community, and persons with disabilities (to be appointed by the Governor).*</p> <p>The 211 Task Force will be co-chaired by the Secretary of Administrative Services and the Chief Professional Officer of United Way of Delaware. A final feasibility report from the Task Force will be submitted to the legislature in January, 2002.</p> <p>* - Delaware House of Representatives - 141st General Assembly, "House Concurrent Resolution No. 11 - Relating to the Establishment of the 211 Task Force..." <http://www.legis.state.de.us></p>
System Design	Centralized. This design has yet to be finally determined by the Delaware 211 Task Force. However, the size and population of the state, combined with the resources available at currently-existing call centers, suggest that the "Single Call Center / Centralized Administration" model is the most feasible for 211 implementation. While it also seems apparent that the call center operated by helpline will be the likely provider of 211 services, this has not been formally determined by the Task Force.
Databases	<p>- Helpline utilizes an IRis database covering approximately 700 agencies and 2,500 programs. The contents of this database are available via the World Wide Web on a powerful, searchable platform designed by the University of Delaware. This database resource is also available for service agencies to provide their own entries and record updates via the Web. Consumers can also request further assistance via the Web by filling out a "callback" form.</p> <p>- Extra funding is generated for Helpline through the sale of database services to interested agencies. For example, if the Department of Public Health wished to provide a Web-based searchable database of healthcare providers and services, they might contract with helpline to "host" a customized, online database resource, with fields and parameters unique to the Department's services and accessed via a separate URL. This customized "view" utilizes the resources of the original "super-database". The client agency then pays a monthly fee for database maintenance services.</p>
Notes - Project	- Delaware Helpline is a private, non-profit agency affiliated with United Way and in partnership of Delaware Health and Social Services and the Delaware Department of State Administrative Services. Helpline began operation of a statewide, comprehensive I&R service in 1990 (accessed via a toll-free 1-800 number) and services a population of approximately 850,000 in the three state counties.

Helpline provides bilingual and TDD services, and operates 7:30 a.m.-6:00 p.m. Monday-Friday. Some degree of partnership with CONTACT Delaware (a 24-hour crisis line) is expected for successful 211 implementation.

- In 1997, Helpline expanded the scope of its services to include a state government information service linking callers with appropriate state offices, legislators, and employees. The bulk of inquiries received in the Helpline call center are of this type (approximately 350,000-400,000 total inquiries annually) and a call to Helpline will initially make contact with employees providing this service. If an inquiry instead requires health or social service information and referral, the caller is passed to staff specifically providing I&R services. Of the total inquiries received by Helpline, approximately 55,000-60,000 per year are of the latter, specific I&R type.

Major Issues - Project	Few major obstacles have been expressed. The only known concerns raised have come from 911 emergency services and it is expected that this concern will fade once substantial contact has been made between representatives of the two systems.
LEC Involvement	Verizon
Tariff	None yet proposed.
Rate Structure	Unknown.
Setup Costs	Unknown.
Maintenance Costs	Unknown.
Notes - LEC	Representatives from Helpline have begun preliminary contact with Verizon. Verizon has expressed that it "sees no problem" with 211 implementation in Delaware. The preliminary nature of these discussions, however, does not permit specific information on service establishment costs or rate structure to be available.
Major Issues - LEC	No major obstacles with regard to LEC negotiations have been expressed.
Wireless Development	Due to the relatively early stage of 211 development in Delaware, no specific information on wireless implementation issues is available.
Source(s)	Patricia Blevins, Executive Director, Delaware Helpline [updated 7/10/02] pblevins@state.de.us http://www.delawarehelpline.org Delaware State Legislature. http://www.legis.state.de.us

State	Florida (Statewide Implementation)
Company/Project	Florida Alliance of Information and Referral Systems (FLAIRS)
Development Leaders	FLAIRS, United Way of Florida, Telephone Counseling & Referral Service, Inc. (TCRS)
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	The Florida Legislature passed the Health and Human Services Act under Senate Bill 1276 during the Spring 2002 legislative session. The act will create The Florida Comprehensive and Automated Health and Human Services Eligibility System and also support the Florida 211 Network. 211 will be a major component of this new process, performing general I&R services and eligibility screening. A site will be selected and funded by the legislature to pilot the initiative during 2003. The legislation includes 211 call center guidelines based on the national guidelines recommended by AIRS and adopted by the National 211 Collaborative. The Florida Agency for Health Care Administration will adopt criteria to use for certifying 211 providers so they can participate in the Florida 211 Network. The legislation directs the Agency to use criteria recommended by the Florida Alliance of Information and Referral Services.
System Design	Decentralized. Generally, 211 implementation will follow the 15 service districts determined by the Florida Department of Children and Families (DCF) as a guiding organizational framework. Some of these districts are single-county while others include multiple-county areas. 211 call centers, generally, will be previously-existing I&R providers which will add the number as a means to access their existing services.
Databases	No specific database collaboration standards have been endorsed for statewide use, though most call centers currently utilize IRis software (and several are implementing web-based I&R services).
Notes - Project	Florida has 67 counties, approximately 16 million residents, and is home to 25-30 comprehensive I&R providers currently operating call centers (8-10 of these are 24-hour services and several others contract to local crisis lines for after hours call coverage). Budgets for 211 implementation range greatly between I&R agencies (ranging approximately from \$75,000 to more than \$200,000) depending on existing infrastructure, future increases in staffing needs, etc. - 211 call centers are operational in Brevard County, Broward County, Duval County, Leon County, Palm Beach County, Pinellas County, and Hillsborough County. Operational 211 call centers are expected in Manatee, Miami-Dade, and Sarasota Counties by 2003.
Major Issues - Project	FLAIRS and the United Way of Florida are providing leadership guidance and support for 211 implementation. No single entity, however, has the authority to determine the establishment of 211 call centers or to require the implementation of operational standards. Nevertheless, FLAIRS has endorsed the standards determined by AIRS.
LEC Involvement	BellSouth, Verizon, Sprint
Tariff	BellSouth submitted a 211 tariff pricing structure in December, 2000. Sprint submitted a tariff in Florida in 2001. The content of both of these tariffs is detailed under the "Rate Structure" and "Setup Costs" heading for the respective LECs.

Rate Structure	<p>BellSouth: Tariffed flat rate for setup, no Monthly Recurring Charge (MRC)</p> <p>Verizon: Individual Cost Basis for each call center for setup and MRC</p> <p>Sprint: Tariffed flat rate for setup, no MRC is indicated</p>
Setup Costs	<p>BellSouth: Tariffed service establishment charges are \$389.00 per basic calling area plus \$182.00 per central office in the service area(s).</p> <p>Verizon: Provides rates on an Individual Cost Basis (ICB) contract for each call center. For example, the service establishment charge for the Crisis Center of Tampa Bay is \$120.00 per switch (Central Office) for the initial installation. Verizon administers 27 switches in Hillsborough County (the Crisis Center's service area). However, in January 2002, the new Verizon 2-1-1 Product Manager has indicated that the rates are changing to an "actual cost basis" and that a contract renewal fee will be charged every three years.</p> <p>Sprint: A tariffed service establishment charge of \$100.28 per central office will be required.</p>
Maintenance Costs	<p>BellSouth: No monthly recurring charge is indicated. Toll calls that originate from outside the call center's local calling area will incur long-distance charges accordingly.</p> <p>Verizon: Provides rates on an Individual Cost Basis (ICB) for each call center. For example, the rate charged to the Crisis Center of Tampa Bay is an MRC of \$40/switch. Verizon administers 27 switches in Hillsborough County (the Crisis Center's service area). As well, any toll calls originating from outside the center's local calling area will accrue charges. Based on a new fee structure implemented in January 2002, Verizon will be charging for actual costs on a monthly basis.</p> <p>Sprint: No monthly recurring charge is indicated.</p>
Notes - LEC	<p>As the Florida PSC chooses not to actively administer decisions pertaining to 211 assignment and implementation, it falls to individual I&Rs to negotiate directly with the telcos concerning 211 assignment and subsequent service contracts. Each LEC can determine how 211 is to be assigned, "many have taken a 'first come, first serve' approach", and each LEC has a distinct process for the assignment of the number. For example, BellSouth requires that each I&R submit request documents to Price-Waterhouse-Coopers (first come, first served) while Verizon requires some level of community consensus verification that the 211 applicant is the preferred provider. Due to the "first come, first served" approach, FLAIRS and the United Way of Florida have encouraged respective members to submit requests quickly to avoid being preempted by non-I&R entities.</p>
Major Issues - LEC	<p>Due to lack of PSC authority, FLAIRS and the United Way of Florida conducted a meeting with LEC representatives (December 12, 2000), with the cooperation of the Florida Telecommunications Industry Association (FTIA), to facilitate the building of relationships between I&Rs and LECs.</p>
Wireless Development	<p>No substantial progress has been made regarding wireless access issues.</p>
Source(s)	<p>Randy Nicklaus; TCRS Executive Director (and FLAIRS Board member) ["Summary of Florida Efforts to Implement 2-1-1"; submitted 2/23/01] [phone interview 8/8/01] [updated 9/11/01] [updated 1/30/02] [updated 6/30/02]</p> <p>BellSouth – Florida. "General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 11, 2001. <http://www.bellsouth.com></p> <p>Sprint – Florida, Inc. "General Exchange Tariff, Section A10. N11 Services". <http://www.sprint.com></p>

State	Florida (Brevard County)
Company/Project	Crisis Services of Brevard (CSB)
Development Leaders	Crisis Services of Brevard
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center answers 211 calls for Brevard County of East-Central Florida.
Databases	CSB uses an IRis database containing over 500 agencies and more than 1,500 programs.
Notes - Project	<p>- Crisis Services of Brevard (CSB) was established in 1963, has offered crisis line and I&R services since 1968, and began offering operational 24-hour 211 service to Brevard County in May, 2001. CSB is certified by the American Association of Suicidology.</p> <p>- Brevard County contains 16 municipalities and a population of approximately 489,522. CSB received approximately 10-14,000 inquiries annually prior to 211 implementation. CSB experienced a call volume increase of approximately 60% in the first month after 211 implementation. The increase in call volume in the first year of CSB's operation under 211 is 53% compared to the same time period in the prior year.</p>
LEC Involvement	BellSouth
Tariff	The original BellSouth tariff applied to 211 service in Florida consisted of a "generalized" N11 service tariff designed for commercial use (BellSouth - Florida: "General Subscriber Service Tariff - A39.1 Three-Digit Dialing Service", effective August 18, 1999). CSB incurred service establishment charges under this tariff. 211 services have since been provided under the BellSouth tariff revised specifically for 211 service. After service establishment, this tariff requires no Monthly Recurring Charge.
Rate Structure	After service establishment charges, no Monthly Recurring Charge is incurred.
Setup Costs	A total of \$9,400.00 in service establishment charges were incurred (\$6,300.00 for one "Tier 3" Local calling area and \$3,100.00 for one "Tier 4" local calling area) (see "Tariff" for more information).
Maintenance Costs	Under the revised BellSouth 211 tariff, no Monthly Recurring Charges are incurred.
Notes - LEC	As CSB originally applied to provide 211 service in mid-2000, service establishment charges were determined via the original N11 service tariff filed by BellSouth. 211 services for CSB have since been provided under the new BellSouth tariff designed specifically for 211. No Monthly Recurring Charge is

therefore incurred.

Major Issues - LEC

- While no major obstacles have been encountered, BellSouth has experienced difficulty in implementing 211 in some areas of the southern part of Brevard County. This is due to those locations (and their telephone exchanges) being located within a separate Local Access Transport Area (LATA) than the remainder of the county. These issues were resolved and service to this part of the county was provisioned in December, 2001.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Sources(s)

Libby Donoghue, Executive Director - Crisis Services of Brevard [phone interview 8/8/01] [updated 1/18/02] [updated 7/15/02] <<http://www.crisis-services.org>>

BellSouth - Florida. "General Subscriber Service Tariff - A39.1 Three-Digit Dialing Service", effective August 18, 1999.

BellSouth - Florida. "General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 11, 2001. <<http://www.bellsouth.com>>

State	Florida (Hillsborough County)
Company/Project	Crisis Center of Tampa Bay, Inc. (CCTB)
Development Leaders	Crisis Center of Tampa Bay, United Way, Hillsborough County Government
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Hillsborough county (Tampa) using the 211 dialing code.
Databases	CCTB uses an IRis database containing approximately 1,500 programs.
Notes - Project	<p>- Crisis Center of Tampa Bay has operated a comprehensive, 24-hour crisis intervention and I&R service (Hotline of Hillsborough) serving a population of approximately 998,000 in Hillsborough County since the early 1970s. Hotline of Hillsborough is one of eight divisions in CCTB, which include family support services, travelers aid, and sexual abuse treatment services. Prior to operational 211 services in June, 2001, Hotline of Hillsborough received approximately 27-30,000 inquiries annually.</p> <p>- Implementation efforts began in the area in 1997. CCTB joined with I&R representatives from six other counties in the Tampa Bay area to form the Tampa Bay Area 211 Task Force. The Task Force is dedicated to developing 211 access for the region and providing important bases for joint marketing efforts. As the majority of the region falls into a single media market (with particular regard to television and radio coverage), a coherent public awareness campaign for 211 is necessary. The Task Force consists of I&R representatives from Pinellas, Hillsborough, Manatee, Sarasota, Pasco, and Polk Counties as well as representatives from Verizon, various area libraries, the University of South Florida, the Disabilities Council, and other I&Rs.</p>
Major Issues - Project	Few major specific obstacles have been expressed beyond the extensive period of time required to develop 211 services in the area. No opposition from the I&R community or other bodies was experienced.
LEC Involvement	Verizon
Tariff	None yet filed.
Rate Structure	After service establishment charges, a monthly recurring charge per central office is incurred.
Setup Costs	Contracted service establishment charges of \$120.00 per central office for programming of a single seven-digit point-to number. Hillsborough County's 28 central offices together incurred \$3,360.00 in service establishment charges.

Maintenance Costs

Contracted Monthly Recurring Charges of \$40.00 per central office. A total Monthly Recurring Charge of \$1,120.00 for Hillsborough County's 28 central offices is incurred. Verizon changed its fee structure effective January 2002.

Notes - LEC

- Verizon conducts 211 implementation on an Individual Cost Basis with 211 call centers in the Tampa Bay area (this area is the only region of Florida for which Verizon is the primary LEC). Each 211 service contract provides three years of service.

- Verizon is also a major provider of payphone service in the area. Verizon payphones are now capable of delivering 211 service, though some problems were experienced as of late summer, 2001 in achieving complete payphone coverage in the county.

Major Issue - LEC

The only issue presented regarding LEC negotiations was the relative slowness of Verizon's response. Approximately three-and-a-half years were required between initial inquiries and eventual implementation of 211 service. CCTB representatives have indicated that this can create major difficulties in securing funding necessary for 211 implementation, as funding proposals need specific estimated cost figures in order to be successful.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Source(s)

Debra L. Pugh, Director, 211/Hotline Services Division - Crisis Center of Tampa Bay, Inc. [phone interview 8/10/01] [updated 1/30/02] [updated 7/23/02]
<<http://www.crisiscenter.com>>

St. Petersburg Times (Tim Grant). "Hillsborough's 211 Hotline is Really Hot". July 24, 2001.

St. Petersburg Times (Tim Grant and Curtis Krueger). "Pinellas, Hillsborough Warm Up to 211 Service Hotline". July 24, 2001.

State	Florida (Leon County Area)
Company/Project	Telephone Counseling and Referral Service, Inc. (TCRS)
Development Leaders	Telephone Counseling and Referral Service, Inc.
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Leon County (Tallahassee) and seven neighboring counties (Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor and Wakulla) using the 211 dialing code.
Databases	TCRS uses an IRis database containing approximately 1,400 programs. This database is available via the World Wide Web and is published in hardcopy form.
Notes - Project	TCRS has operated a comprehensive, 24-hour crisis intervention and I&R service (Helpline24) serving a population of approximately 376,371 in Leon County and the North Florida Big Bend Region since 1970. Helpline24 is one of several hotline programs operated by TCRS. Other programs include the Florida HIV/AIDS Hotline, the Family Health Line (prenatal and early childhood and parenting issues), the Florida Breast and Cervical Cancer Hotline (cancer prevention) and PhoneFriend (after-school warmline for children). Prior to operational 211 services in April, 2002, Helpline24 received approximately 12,000 calls annually. The agency does not plan to publicly advertise 211 until Fall 2002. During the start-up months of April through September, the agency has been working with four separate telephone companies to establish the service in all eight counties of the region and is identifying system problems and solutions.
Major Issues - Project	Few major specific obstacles have been expressed beyond the extensive period of time required to develop 211 services in the area. No opposition from the I&R community or other bodies was experienced.
LEC Involvement	Sprint, GT Com, TDS Telecom, Bell South
Tariff	Sprint, Bell South.
Rate Structure	BellSouth: Tariffed flat rate for setup, no Monthly Recurring Charge (MRC) Sprint: Tariffed flat rate for setup, no MRC is indicated GT Com: Flat rate for setup, no MRC is indicated (information incomplete) TDS Telecom: Flat rate for setup, no MRC is indicated (information incomplete)
Setup Costs	BellSouth: Tariffed service establishment charges are \$389.00 per basic calling area plus \$182.00 per the one central office in the service area. Sprint: A tariffed service establishment charge of \$100.28 per central office will be required. GT Com and TDS Telecom: No cost information provided at this time.
Maintenance Costs	BellSouth: No monthly recurring charge is indicated.

Sprint: No monthly recurring charge is indicated.
GT Com: No monthly recurring charge is indicated.
TDS Telecom: No monthly recurring charge is indicated.
Toll calls that originate from outside the call center's local calling area will incur long-distance charges accordingly.

Notes - LEC

Sprint is the primary LEC for four counties in the region (Leon, Jefferson, Madison and Wakulla). Bell South is the primary LEC for one community in the region (Havana, Gadsden County). GT Com is the primary LEC for three counties and part of another county (Liberty, Franklin, Taylor and parts of Gadsden counties). TDS Telecom is the primary LEC for parts of Gadsden County (Quincy, Greensboro, Gretna). Several payphone service providers are being identified in the area. Some use the 211 number for reporting payphone problems.

Major Issues - LEC

The service region includes eight counties and four primary LECs. Therefore, the time to take to coordinate and establish 211 services has been lengthy.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Source(s)

Randy Nicklaus, Executive Director, Telephone Counseling and Referral Service, 6/18/02
www.tcrs211.org

State	Florida (Palm Beach Area)
Company/Project	The Center for Information and Crisis Services, Inc. (CICS)
Development Leaders	CICS, United Way, etc.
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislative proposals are under development and potential bill sponsors are being identified. The bill proposal will likely request an appropriation of approximately \$2 million for statewide 211 development. While it is not yet clear how this money will specifically be distributed, FLAIRS and United Way of Florida will likely administer funding.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Palm Beach County using the 211 dialing code.
Databases	CICS uses an IRis database containing information for approximately 1,700 agencies and 5,000 programs. This database is available via the World Wide Web and is published in hardcopy form.
Notes - Project	<p>- The Center for Information and Crisis Services has offered comprehensive Information and Referral services, crisis intervention, and suicide intervention in the Palm Beach County area (including the Treasure Coast) since the early 1970s. CICS operates three primary telephone services, CrisisLine (a 24-hour Information and Referral and crisis counseling service), Elder Helpline (a specialized I&R service for those over 60 years of age), and Teen Hotline. Approximately 75,000 calls were received between the three I&R services in 2001. CICS is accredited by AIRS and the American Association of Suicidology.</p> <p>- CICS provides I&R services for a four county region in Southeastern Florida (Martin, Okeechobee, Palm Beach, and St. Lucie Counties) with a population of approximately 1.5 million. CICS began offering operational 211 services in Palm Beach County in mid-February, 2002 with plans to offer 211 services to the surrounding counties by late 2002.</p> <p>United Way of Martin County applied to administer the 211 dialing code via BellSouth's tariff in Martin and St. Lucie Counties. United Way of St. Lucie County has paid for the tariff and is working in partnership with CICS to support 211 in St. Lucie County. United Way of Martin County holds a partnership relation with CICS to provide I&R services for Martin County. CICS will therefore provide I&R services using 211 for those counties under this partnership.</p>
LEC Involvement	BellSouth, Sprint
Tariff	BellSouth submitted a 211 tariff pricing structure in December, 2000. Sprint submitted a tariff in Florida in 2001. The content of both of these tariffs is detailed under the "Rate Structure" and "Setup Costs" heading for the respective LECs.
Rate Structure	<p>BellSouth: Tariffed flat rate for setup, no Monthly Recurring Charge (MRC)</p> <p>Sprint: Tariffed flat rate for setup, no MRC is indicated</p>
Setup Costs	<p>BellSouth: Tariffed service establishment charges are \$389.00 per basic calling area plus \$182.00 per central office in the service area(s).</p> <p>Sprint: A tariffed service establishment charge of \$100.28 per central office will be required.</p>
Maintenance Costs	BellSouth: No monthly recurring charge is indicated. Toll calls that originate from outside the

call center's local calling area will incur long-distance charges accordingly.
Sprint: No monthly recurring charge is indicated.

Notes - LEC

- As the Florida PSC chooses not to actively administer decisions pertaining to 211 assignment and implementation, it falls to individual I&Rs to negotiate directly with the telcos concerning 211 assignment and subsequent service contracts. Each LEC can determine how 211 is to be assigned, "many have taken a 'first come, first serve' approach", and each LEC has a distinct process for the assignment of the number. For example, BellSouth requires that each I&R submit request documents to Price-Waterhouse-Coopers (first come, first served) while Verizon requires some level of community consensus verification that the 211 applicant is the preferred provider. Due to the "first come, first served" approach, FLAIRS and the United Way of Florida have encouraged respective members to submit requests quickly to avoid being preempted by non-I&R entities.
- BellSouth is the primary LEC for Martin, Palm Beach, and St. Lucie Counties. Sprint provides services for Okeechobee County. Expansion of 211 services offered by CICS in the counties outside of Palm Beach is expected by the end of 2002. The 211 dialing code is currently held in Martin and St. Lucie Counties by an adult entertainment service. The BellSouth tariff for 211 services states that any 211 operators not offering Information and Referral services must release the number within six months of the start of 211 Information and Referral operations. By mid-August, the current 211 operator in Martin and St. Lucie Counties will release the dialing code to CICS.
- CICS representatives were contacted by Coin Management, a payphone operator in the area, to explore the possibilities of offering payphone access to 211. While this service is not yet operational, the payphone operator appears positively interested in the concept.

Wireless Development

No substantial progress has been made regarding wireless access issues.

Source(s)

Bruce Greenstein, Resource and Technology Specialist – Center for Information and Crisis Services, Inc. [phone interview 2/27/02]

Susan Buza, Director of Development – Center for Information and Crisis Services, Inc.
[updated 7/31/02]
<<http://www.iandr.org>>

BellSouth – Florida. "General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 11, 2001. <<http://www.bellsouth.com>>

Sprint – Florida, Inc. "General Exchange Tariff, Section A10. N11 Services".
<<http://www.sprint.com>>

State	Florida (Pinellas)
Company/Project	Pinellas Cares, Inc.
Development Leaders	Pinellas Cares, Inc.
Utilities Commission	The Florida Public Service Commission (PSC) declared that it has no authority delegated to it from the FCC ruling and therefore recommended that I&Rs work directly with telephone companies for assignment and implementation of 211 services.
Legislation	Legislation has been passed for a 2-1-1 pilot project (SB1276) which also includes certification of 2-1-1 sites throughout Florida.
System Design	Centralized. A single call center provides comprehensive, 24-hour I&R services to Pinellas County (St. Petersburg) using the 211 dialing code.
Databases	Pinellas Cares uses an IRis database encompassing approximately 1,300 agencies and 4,000 programs. This database is available on the World Wide Web. No plans are currently underway to link area call centers for purposes of database sharing.
Notes - Project	<p>- Pinellas Cares, Inc. has provided comprehensive, 24-hour, bilingual I&R services as Helpline to a population of approximately 920,000 in Pinellas County since the early 1970s. Pinellas Cares also operates a volunteer coordination service called the Volunteer Action Center (VAC). Both of these services are now accessible via 211 (operational in June, 2001). Pinellas cares receives funding from the City of St. Petersburg, the Pinellas County Community Foundation, Florida Network of Youth and Family Services, the Department of Children and Families, the United Way, and from private donations. Helpline uses an annual operating budget of approximately \$680,000.00</p> <p>- Prior to 211 implementation, neither Helpline nor VAC were heavily promoted, with Helpline receiving approximately 41,000 inquiries annually and VAC receiving approximately 39,000 calls each year. Upon operational 211 service in June, 2001, marketing efforts were increased dramatically, and Pinellas Cares experienced an increase of approximately 79% in monthly call volume (approximately 5,200 calls were received in June, 2001, and approximately 5,600 calls were received in July). While this volume is not necessarily expected to be sustained, a substantial increase over previous call volume is expected.</p> <p>- Implementation efforts began in the area in 1997. Pinellas Cares joined with I&R representatives from six other counties in the Tampa Bay area to form the Tampa Bay Area 211 Task Force. The Task Force is dedicated to developing 211 access for the region and providing important bases for joint marketing efforts. As the majority of the region falls into a single media market (with particular regard to television and radio coverage), a coherent public awareness campaign for 211 is necessary. The Task Force consists of I&R representatives from Pinellas, Hillsborough, Manatee, Sarasota, Pasco, and Polk Counties as well as representatives from Verizon, various area libraries, the University of South Florida, the Disabilities Council, and other I&Rs.</p> <p>-Phantom calls were addressed by having callers "press 2" to get into the system.</p>
Major Issues - Project	Few major specific obstacles have been expressed beyond the extensive period of time required to develop 211 services in the area. No opposition from the I&R community or other bodies was experienced.
LEC Involvement	Verizon

Tariff	None yet filed.
Rate Structure	After service establishment charges, a monthly recurring charge per central office is incurred.
Setup Costs	In June 2001, contracted service establishment charges of \$120.00 per central office for programming of a single seven-digit point-to number. Pinellas County's 22 central offices together incurred \$2,640.00 in total setup charges. In May 2002, Verizon changed their set-up and on-going costs. Starting in June 2002 there is no longer any recurring costs associated with 2-1-1 and set-up costs were reduced. Pinellas Cares will be receiving a refund from Verizon based on current pricing schedule retro to June 2001. Verizon will be pricing setup costs on a case by case basis.
Maintenance Costs	Contracted Monthly Recurring Charges of \$40.00 per central office. A total Monthly Recurring Charge of \$880.00 for Pinellas County's 22 central offices is incurred. Verizon changed its fee structure effective May 2002. There are no longer any recurring costs for service.
Notes - LEC	<ul style="list-style-type: none"> - Verizon conducts 211 implementation on an Individual Cost Basis with 211 call centers in the Tampa Bay area (this area is the only region of Florida for which Verizon is the primary LEC). Each 211 service contract provides three years of service. - Verizon is also a major provider of payphone service in the area. Verizon payphones are now capable of delivering 211 services, though some problems were experienced as of late summer, 2001, in achieving complete payphone coverage in the county. -Verizon programmed the baud tones in the auto attendant message directing TDD callers to "press 3" for routing to the TDD machine.
Major Issues - LEC	The only issue presented in LEC negotiations was the relative slowness of Verizon's response. Approximately three-and-a-half years were required between initial inquiries and eventual implementation of 211 service.
Wireless Development	No substantial progress has been made regarding wireless access issues.
Source(s)	<p>Micki Thompson, Program Manager - Pinellas Cares, Inc. [phone interview 8/9/01] [updated 1/30/02] [updated 7/24/02] <http://www.pinellascares.org></p> <p><i>St. Petersburg Times</i> (Tim Grant). "Hillsborough's 211 Hotline is Really Hot". July 24, 2001.</p> <p><i>St. Petersburg Times</i> (Tim Grant and Curtis Krueger). "Pinellas, Hillsborough Warm Up to 211 Service Hotline". July 24, 2001.</p>

State	Georgia (Athens Area)
Company/Project	Community Connection of Northeast Georgia (CCNG)
Development Leaders	CCNG, United Way, etc.
Utilities Commission	Georgia Public Service Commission (GPSC) administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized - A single call center answers inquiries for a 13 county area around Athens, Georgia. CCNG is not a 24-hour I&R. Off-hours calls in the Athens service area therefore "roll-over" to United Way 211's call center in Atlanta. Currently, due to the low off-hours call volume originating from the Athens area, rollover service will be provided via a no-cost contract.
Databases	CCNG utilizes an IRis database.
Notes - Project	<p>- CCNG received GPSC approval for delivery of 211 service in August, 2000. Initial installation of 211 service began in January, 2001, and was completed for the Athens service area in March, 2001. GAIRS has expressed a desire for CCNG to provide 211 services for an expanded area in the future.</p> <p>- CCNG has been operational since 1984 and is a private, not-for-profit organization serving a population of approximately 350,000. CCNG operates a comprehensive I&R (now the 211 call center), and two specialized I&R services as well as providing human services of its own.</p>
Major Issues - Project	
LEC Involvement	BellSouth, Alltel
Tariff	<p>- BellSouth: The original BellSouth tariff applied to 211 service in Georgia consisted of a "generalized" N11 service tariff designed for commercial use ("General Subscriber Service Tariff - A39. Abbreviated Dialing", effective September 25, 1999). Initial setup costs for three area counties indicated to CCNG were determined via this tariff (\$10,200.00 for one "Tier 2" calling area setup and \$2,650.00 for each of two "Tier 4" calling area setups). The new BellSouth tariff, designed for specific 211 dialing service ("General Subscriber Service Tariff - A13. Miscellaneous Service Arrangements", effective January 13, 2001), calls for setup charges of \$389.90 per Basic Local Calling Area and \$155.00 per central office in that area. No MRC or additional usage charges are indicated in this tariff. BellSouth has agreed to apply the new 211 tariff to services rendered for CCNG.</p> <p>- Alltel: A tarified setup charge of \$500.00 per basic local calling area (three calling areas are involved) and a tarified MRC of \$35.00 for each basic local calling area will be incurred. This MRC is an initial charge, and may be increased in the future depending on call volume. Call volume will be determined by a calling study conducted each May and adjusted accordingly if necessary. Flat rate MRCs are as follows: 1-500 calls per month = \$35.00 MRC; 500-1000 calls per month = \$70.00 MRC; 1001+ calls per month = \$100.00 MRC. ["General Customer Services Tariff - Section 11.1: 211 Access to Community Information and Referral", effective March 3, 2001].</p>
Rate Structure	<p>- BellSouth: A tarified flat rate for setup, no MRC is indicated</p> <p>- Alltel: A tarified flat rate for setup and a flat rate MRC based upon local calling areas and monthly call volume. [see "Tariff" for more information]</p>

Setup Costs

See "Tariff" for setup cost information.

Maintenance Costs

See "Tariff" for MRC information.

Notes - LEC

January, 2001 began initial central office programming in the Athens area. Complete coverage was achieved in March, 2001 (outlying counties experienced some degree of "programming difficulty"). Original costs indicated to CCNG by BellSouth (and subsequently accepted) for 211 setup were determined via the application of the original, general N11 services tariff. Costs under the new tariff are a great deal lower and, presumably due to the timing of 211 installation, will be the costs actually incurred by CCNG [see "Tariff" for more information].

Major Issues - LEC**Wireless Development****Source(s)**

Ann Hester, Director 211 Community Connection [updated 7/31/02]

State	Georgia (Atlanta Metropolitan Area)
Company/Project	United Way of Metropolitan Atlanta (UWMA)/ United Way 211
Development Leaders	United Way of Metropolitan Atlanta
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status.
System Design	Centralized - a single call center handles inquiries from a 13-county metro area, maintains its own database, etc. United Way 211 also provides off-hours I&R services for 211 call centers in Athens.
Databases	- Consists of an "Alliance"-a SQL-database (run on a Windows-NT server-based system) with the hope of finding more "internet-friendly" software systems in the future. UWMA conducts 6-month surveys of service agencies to update database information.
Notes - Project	211 status granted by GPSC July, 1997. UWMA administered previous First Call For Help I&R service.
Major Issues - Project	No obstacles to 211 implementation have been expressed.
LEC Involvement	BellSouth, Alltel (provides coverage for an extremely small community in the metropolitan area).
Tariff	<p>- BellSouth: The original BellSouth tariff applied to 211 service in Georgia consisted of a "generalized" N11 service tariff designed for commercial use ("General Subscriber Service Tariff - A39. Abbreviated Dialing", effective September 25, 1999). Setup costs incurred to UWMA were determined via this tariff (\$30,000.00 per "Tier 1" Local Calling Area). Usage charges under this tariff were per-call, per-minute (\$.03 for initial minute, \$.02 each additional minute). Subsequent 211 systems in Georgia have incurred charges based on the new tariff outlined below. The new BellSouth tariff is designed for specific 211 dialing service ("General Subscriber Service Tariff - A13.79 211 Dialing Service", effective January 13, 2001). This tariff calls for setup charges of \$389.90 per Basic Local Calling Area and \$155.00 per central office in that area. No MRC or additional usage charges are indicated in this tariff.</p> <p>- Alltel: A tarified setup charge of \$500.00 per basic local calling area (three calling areas are involved) and a tarified MRC of \$35.00 for each basic local calling area will be incurred. This MRC is an initial charge, and may be increased in the future depending on call volume. Call volume will be determined by a calling study conducted each May and adjusted accordingly if necessary. Flat rate MRCs are as follows: 1-500 calls per month = \$35.00 MRC; 500-1000 calls per month = \$70.00 MRC; 1001+ call per month = \$100.00 MRC. ["General Customer Services Tariff - Section 11.1: 211 Access to Community Information and Referral", effective March 3, 2001].</p>
Rate Structure	See "Tariff" for past and current rate structure information.
Setup Costs	Approximately \$30,000 for programming of 60 switches. See "Tariff" for past and current setup cost information.
Maintenance Costs	None.
Notes - LEC	

Major Issues - LEC

- UWMA representatives have described relationships with LECs as extremely friendly and smooth since initial inception of 211.
- United Way 211 has been denied pay telephone access. BellSouth, the primary pay telephone operator in Metropolitan Atlanta, has indicated that it plans to divest its interest in pay telephone operations and does not wish to invest funding in public telephone accessibility for 211.

Wireless Development

United Way 211 representatives indicate that wireless issues will most likely be explored when effective strategies for wireless implementation become more apparent on a wider or national level.

Sources(s)

Joan Smith-Hague - Director, 211 Expansion [phone interview 1/24/01] [updated 4/26/01] [updated 7/24/01] [updated 7/17/02]

Bob Hamby - Manager of Data and Information Systems [phone interview 1/24/01] [updated 4/26/01]

State	Georgia (Columbus Area)
Company/Project	CONTACT Helpline
Development Leaders	CONTACT Helpline / United Way
Utilities Commission	Georgia Public Service Commission administers applications submitted by service providers for the assignment of 211 status. See "Major Issues - Project" for further comments.
System Design	Centralized. A single call center answers calls from a twelve-county area in western Georgia and eastern Alabama (10 counties in Georgia, two in Alabama).
Databases	Database resources consist of an IRis database containing information on more than 800 programs. While no specific plans are currently underway to make this database available on the World Wide Web, though CONTACT representatives indicated that this is an attractive project for the future.
Notes - Project	<p>- CONTACT Helpline has operated a comprehensive, 24-hour I&R service for the Chattahoochee Valley Region of western Georgia since 1979 years and changed their phone number to 2-1-1 in January, 2000. CONTACT Helpline is part of a national organization crisis center providers (CONTACT U.S.A.) providing accreditation standards and operational guidance. CONTACT Helpline of Columbus, Georgia currently employs six full-time staff and two part-time staff . This staff is augmented by a number of volunteers who also respond to 211 inquiries.</p> <p>- Prior to 211 implementation, CONTACT Helpline handled approximately 20,000-21,000 inquiries per year. Since 211 service became operational, projected annual call volume has increased to approximately 30,000 (marketing campaigns for public awareness of 211 in the Columbus area did not begin until July, 2000; 211 call volume for the first seven months of 211 operation was therefore much lower than would generally be expected).</p> <p>- In 1997, United Way approached CONTACT Helpline with a proposal for CONTACT Helpline to "absorb" the local United Way-administered I&R service, First Call For Help. This was prompted by the high degree of "parallel" services offered and the large number of similar inquiries between the two services. The "merger" was underway and was largely being funded by United Way. 2-1-1 start-up cost was funded by a capital campaign that began in 1999. CONTACT moved into a new facility in January 2000 with expanded phone room and training facility.</p>
Major Issues - Project	Currently, the primary issues facing CONTACT Helpline deal with continuing funding for maintenance and development of existing 211 resources and with providing high levels of service to the regional population (bilingual service, 211 awareness, etc).
LEC Involvement	BellSouth, Alltel, Public Service Company, Waverly Hall Telephone Company, ITC Deltacom
Tariff	<p>- Bellsouth: the original BellSouth tariff applied to 211 service in Georgia consisted of a "generalized" N11 service tariff designed for commercial use ("General Subscriber Service Tariff - A39. Abbreviated Dialing", effective September 25, 1999). Setup costs incurred to CONTACT Helpline were determined via this tariff. (\$10,200.00 per "Tier 2" Local Calling Area). Usage charges under this tariff are per-call, per-minute (\$.03 for initial minute, \$.02 each additional minute). In January 2001, BellSouth dropped the cost per call, except when the 211 number points to an 800 number. In January 2002, CONTACT switched to ITC Deltacom as their primary provider. ITC Deltacom was able to give CONTACT a lower rate on 800 charges.</p>

- Alltel: a tariff specifically designed for 211 service in Georgia requires a nonrecurring service establishment charge of \$500.00 per Local Calling Area (per 211 service number) and a flat rate per month based on call volume (1-500 calls per month = \$35.00; 501-1,000 calls per month = \$70.00; 1,001+ calls per month = \$100.00) ("General Customer Services Tariff - Sec. 11. Abbreviated Dialing", effective March 3, 2001).

Rate Structure

See "Tariff" for rate structure information.

Setup Costs

- BellSouth: \$10,200.00 for programming of central offices in a "Tier 2" Local Calling Area (see "Tariff" for more information).

- Alltel: \$500.00 for programming of central offices in one Local Calling Area.

Maintenance Costs

- BellSouth: usage charges originally were per-call, per-minute (\$.03 for initial minute, \$.02 each additional minute). In January 2001, BellSouth dropped the per-minute charge. In January 2002, CONTACT switched to ITC Deltacom. See "Tariff" for more information.

- Alltel: a flat rate Monthly Recurring charge dependent upon call volume is required. This call volume is based only on calls originating from Alltel customers (see "Tariff" for more information).

Notes - LEC

211 calls to CONTACT Helpline are routed to a toll-free 800 point-to number.

Wireless Development

While wireless access is an issue for CONTACT Helpline, developing and maintaining landline-based 211 service is the main priority.

Source(s)

Annetta Berry, Executive Director - CONTACT Helpline [phone interview 7/24/01]
[updated 7/10/02]
<<http://www.contact211.org>>